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## The Double Diamond as Metaphor for the Research Process

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### Recommended Citation

Gimenez, Patricia and Johnson, Jennifer, "The Double Diamond as Metaphor for the Research Process" (2020). *Georgia International Conference on Information Literacy*. 26.  
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# THE DOUBLE DIAMOND AS METAPHOR FOR THE RESEARCH PROCESS

PATRICIA GIMENEZ, RESEARCH AND INSTRUCTION LIBRARIAN, SCAD  
JENNIFER JOHNSON, COORDINATOR OF ACADEMIC WRITING, SCAD

# ARE WE LIBRARY SCIENTISTS OR LIBRARY DESIGNERS?

**Rachel Ivy Clarke**, Syracuse University School of Information Studies

Field of librarianship is a design field, not a scientific one

- Scientists observe and describe existing natural world; goal to replicate and predict
- Designers focus on artificial world, create things to institute change and solve problems

**Science is about what is**

**Design is about what could be**

# ARE WE LIBRARY SCIENTISTS OR LIBRARY DESIGNERS?

**Rachel Ivy Clarke**, Syracuse University School of Information Studies

Field of librarianship is a design field, not a scientific one

- Creation of artifacts: ex. physical spaces, intangible conceptual systems (catalog), organizational tools (LOC, Dewey), services (story time)
- Solving “wicked” problems: ex. teaching information literacy
- Emphasis on service
  - Target the needs of others (vs. science and art which serve personal curiosity)\*
- Reflection in action (iteration)
- And more! (see article)

\*I find this problematic



# WHAT IS DESIGN THINKING?



# WHAT IS DESIGN THINKING?

Disruptive

Inspired

Human-  
centric

Innovative

Adaptable  
&Flexible

# WHAT IS DESIGN THINKING?

Creative problem solving for all fields and disciplines

*Everyone has the capacity to be creative*

- Iterative Process
- Collaborative
- Deliverables

# HOW TO ASSUME A BEGINNER'S MINDSET:

**Don't judge.** Observe and engage users without the influence of value judgments on their actions, circumstances, decisions, or “issues.”

**Question everything.** Even (and especially) the things you think you already understand. Ask questions to learn about the world from the user's perspective.

**Be truly curious.** Strive to assume a posture of wonder and curiosity, both in circumstances that seem either familiar or uncomfortable.

**Find patterns.** Look for interesting threads and themes that emerge across user interactions.

**Listen.** Really. Ditch any agendas and let the scene soak into your psyche. Absorb what users say to you, and how they say it, without thinking about how you're going to respond.





Empathize

Define

Ideate

Prototype

Test

Discover

Define

Develop

Deliver

## Empathize

- Seek to understand
- Non-judgmental
- Interview
- Shadow

- Define project and objectives
- Personas
- Challenges

## Define

## Ideate

- Share ideas
- All ideas worthy
- Diverge/Converge
- Prioritize

- Mock-ups
- Fast and simple
- Iterate

## Prototype

## Test

- Role play
- Understand impediments
- Iterate

Discover

Define

Develop

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## Empathize

- Seek to understand
- Non-judgmental
- **Interview**
- **Shadow**

- Define project and objectives
- **Personas**
- Challenges

## Define

- Share ideas
- All ideas worthy
- **Diverge/Converge**
- Prioritize

## Ideate

- **Mock-ups**
- Fast and simple
- Iterate

## Prototype

## Test

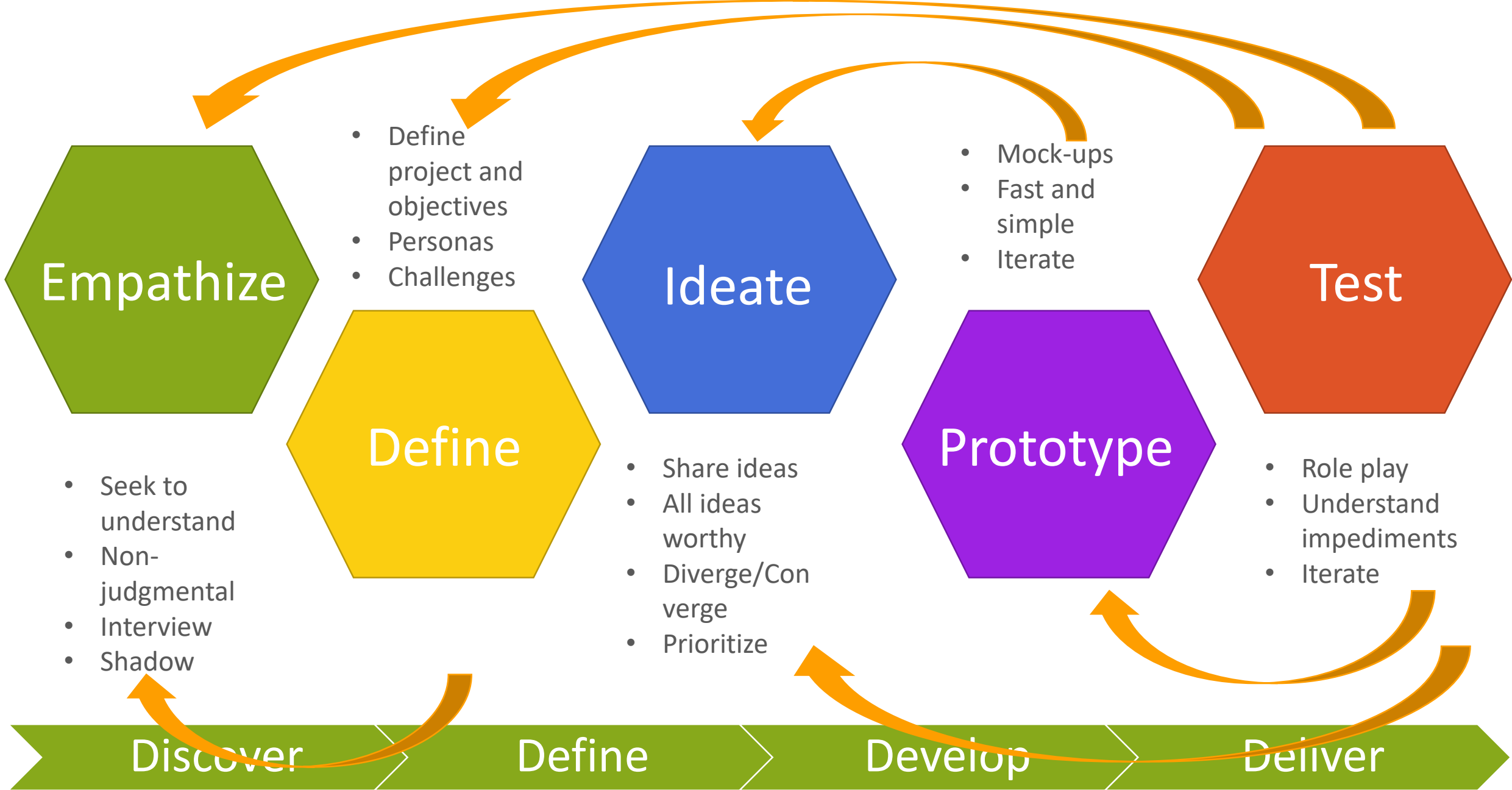
- **Role play**
- Understand impediments
- Iterate

Discover

Define

Develop

Deliver



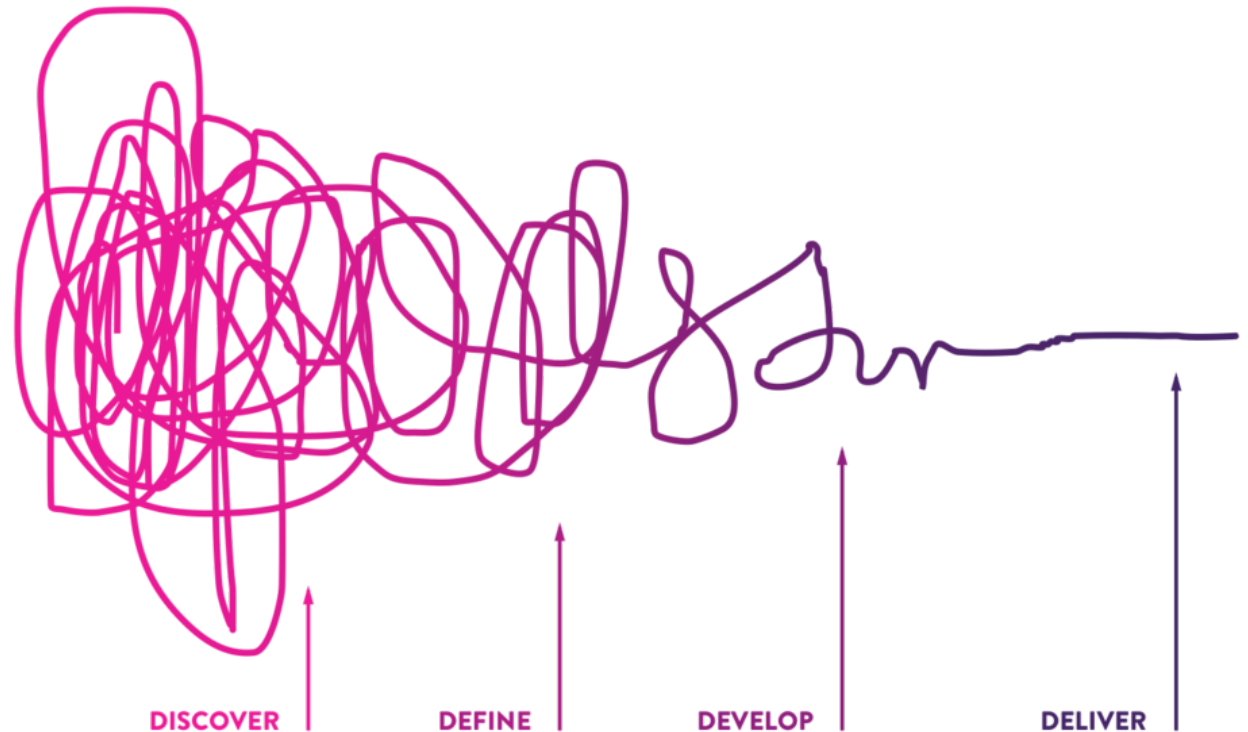
# THE WRITING CONSULTANT AND THE LIBRARIAN



# THE DESIGN SQUIGGLE

My father told me that the design process started with the abstract, moved to the concept and then finally the design. So I used to use these three words, back in the day, to convey the process of design to my unsuspecting clients. It wasn't as effective—even if I knew what it meant. So I found myself saying, "Here- it looks like this..." and drawing the squiggle.

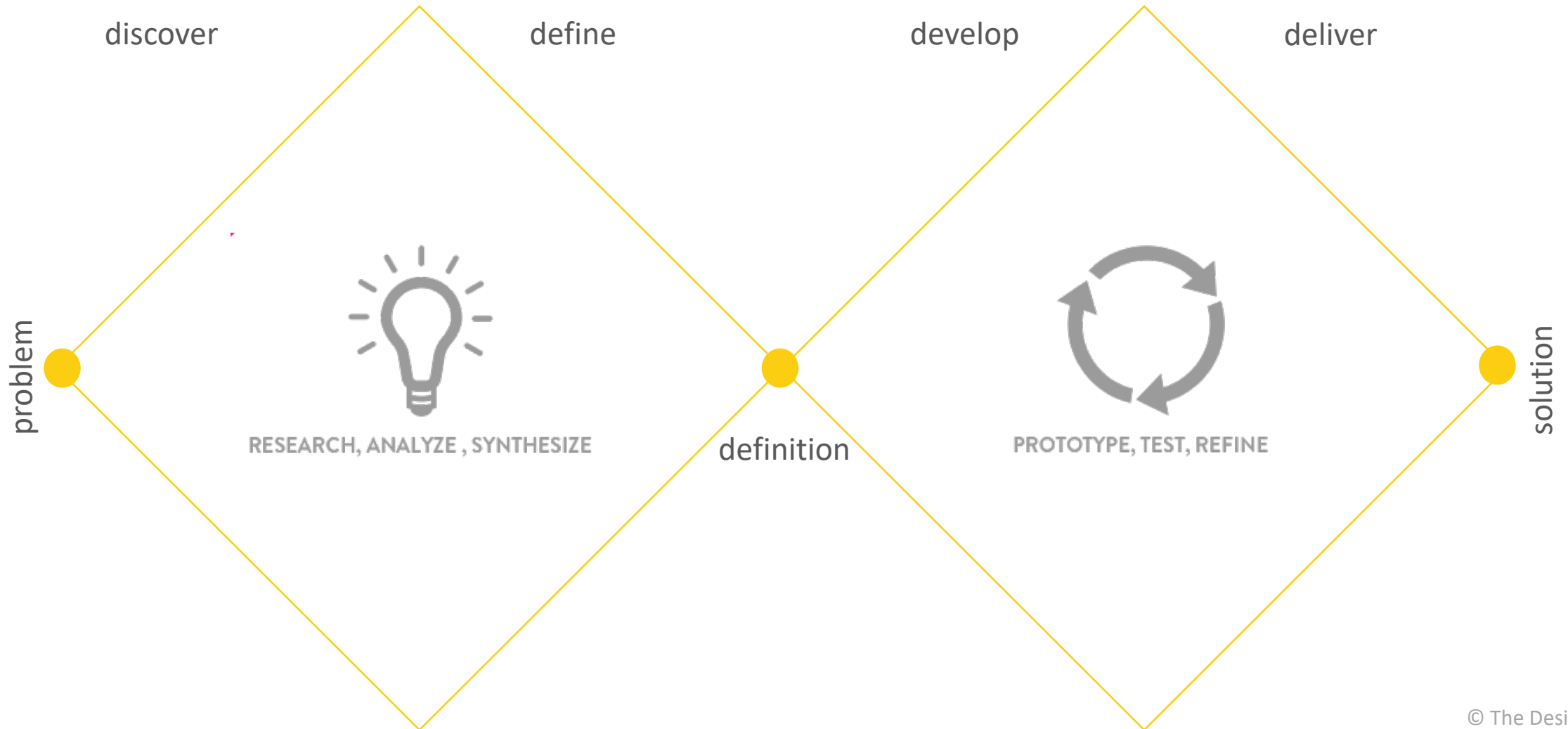
Damien Newman



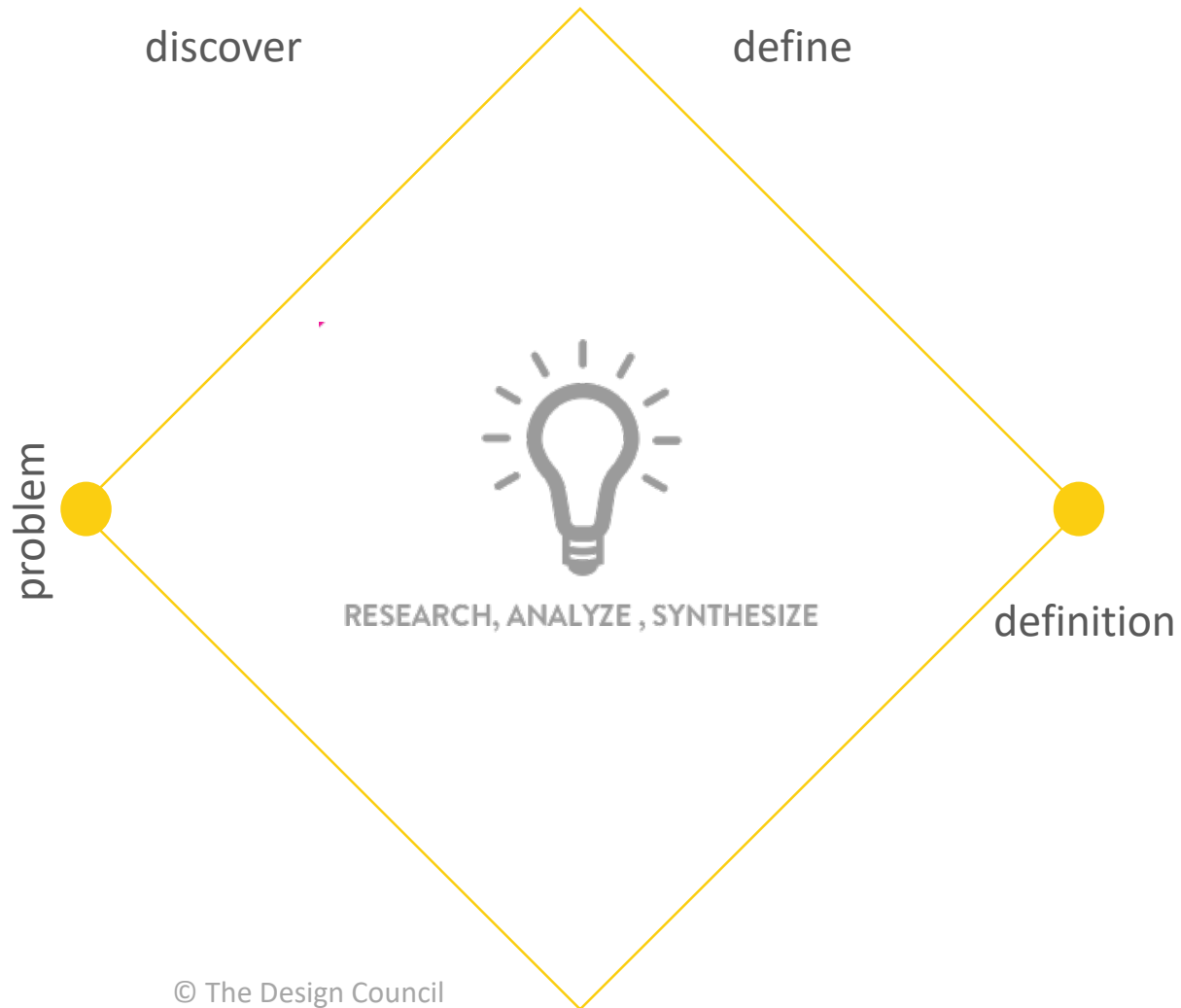
© Damien Newman



# THE DOUBLE DIAMOND DESIGN PROCESS



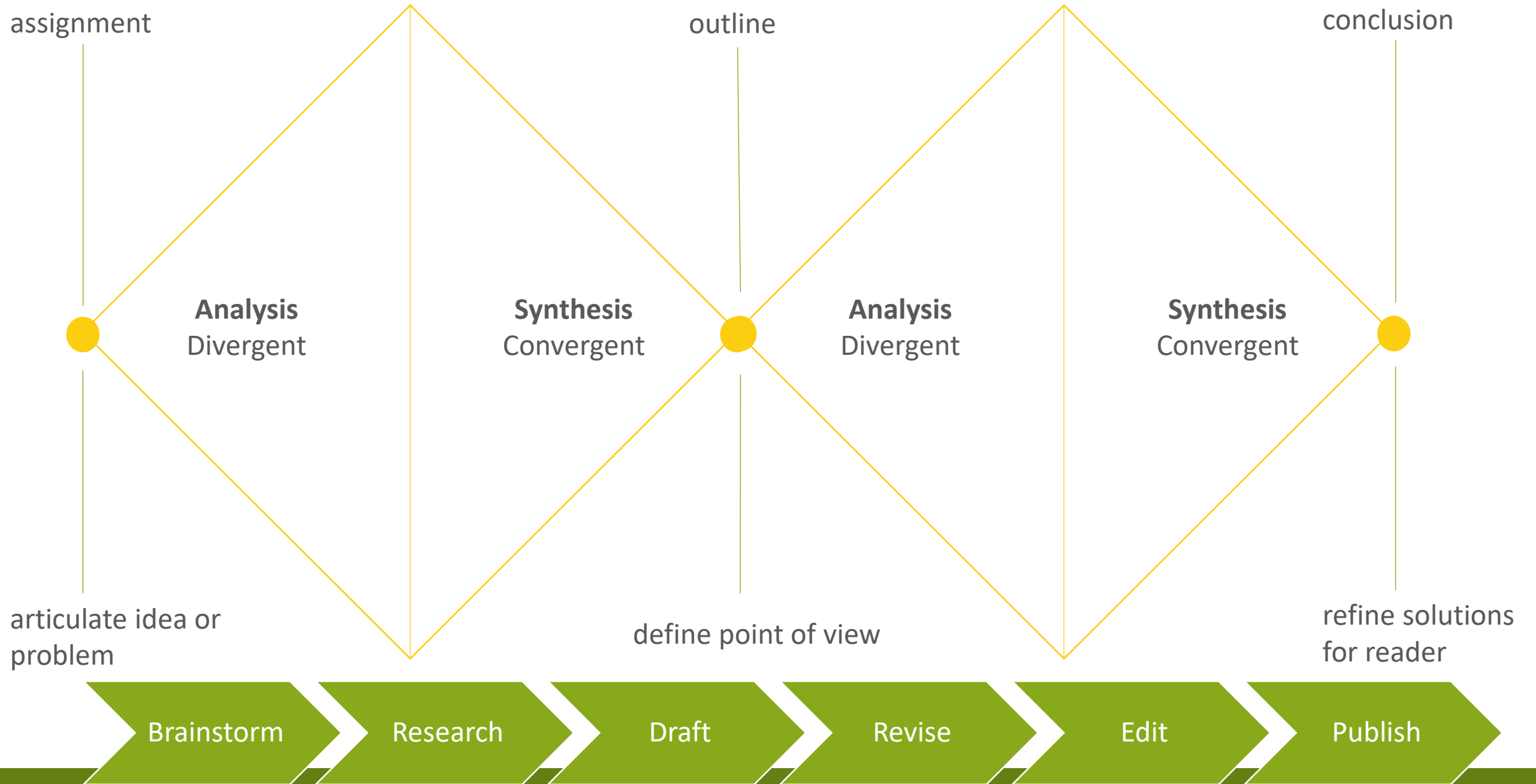
# THE DOUBLE DIAMOND WRITING PROCESS



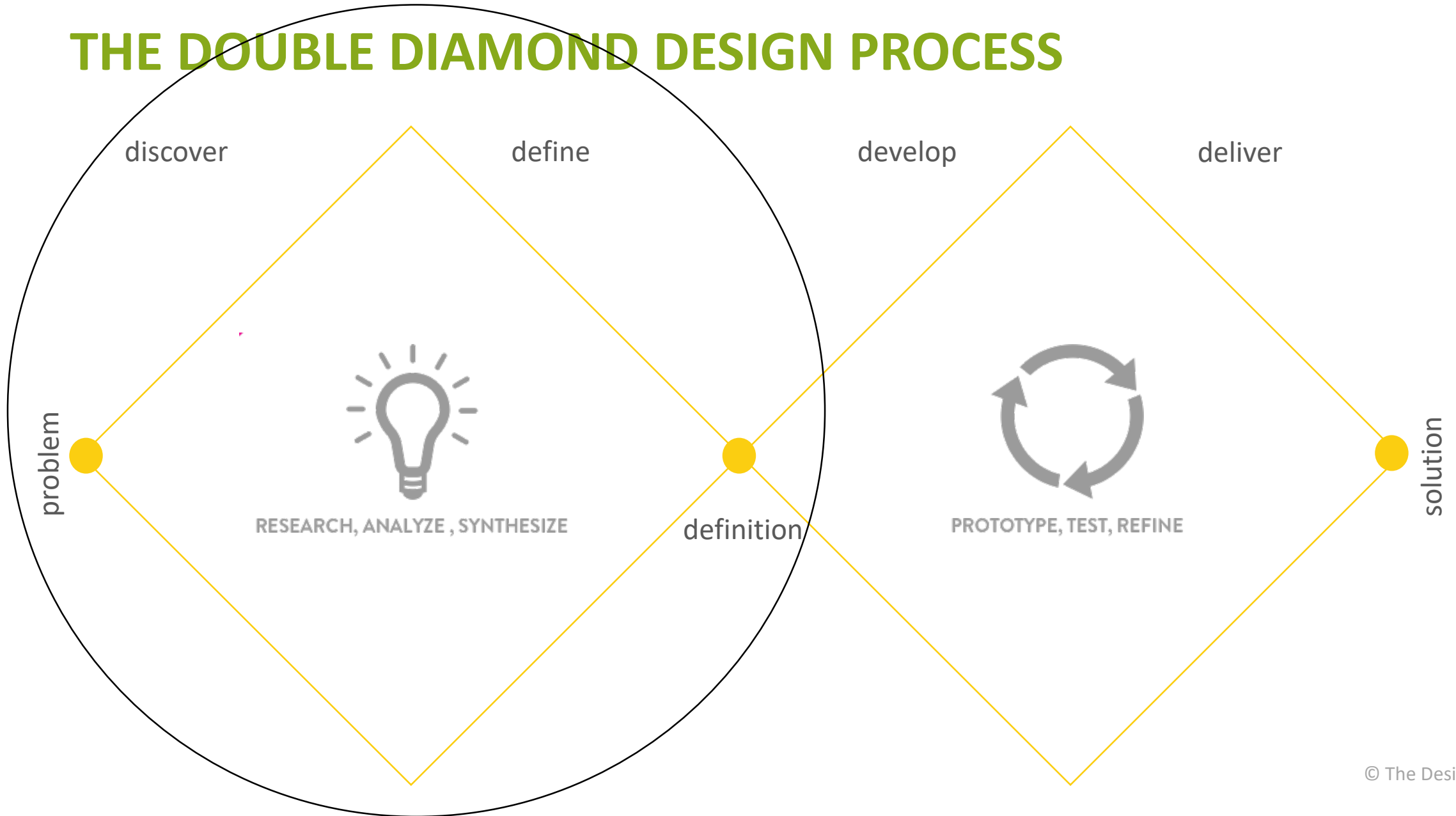
## Writing Process Framework

- Prewriting/drafting as exploration
- Revising to define

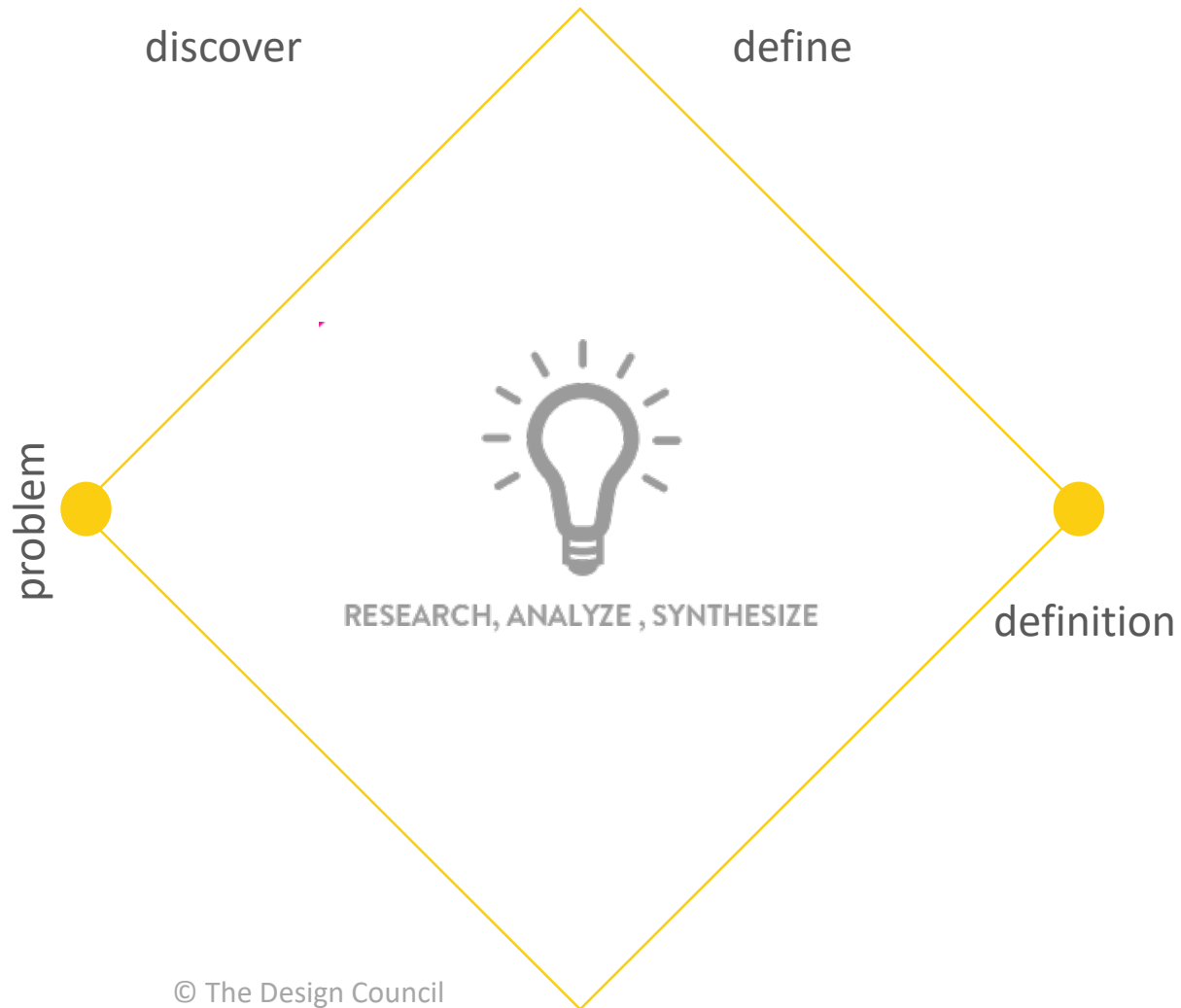
# THE DOUBLE DIAMOND WRITING PROCESS



# THE DOUBLE DIAMOND DESIGN PROCESS



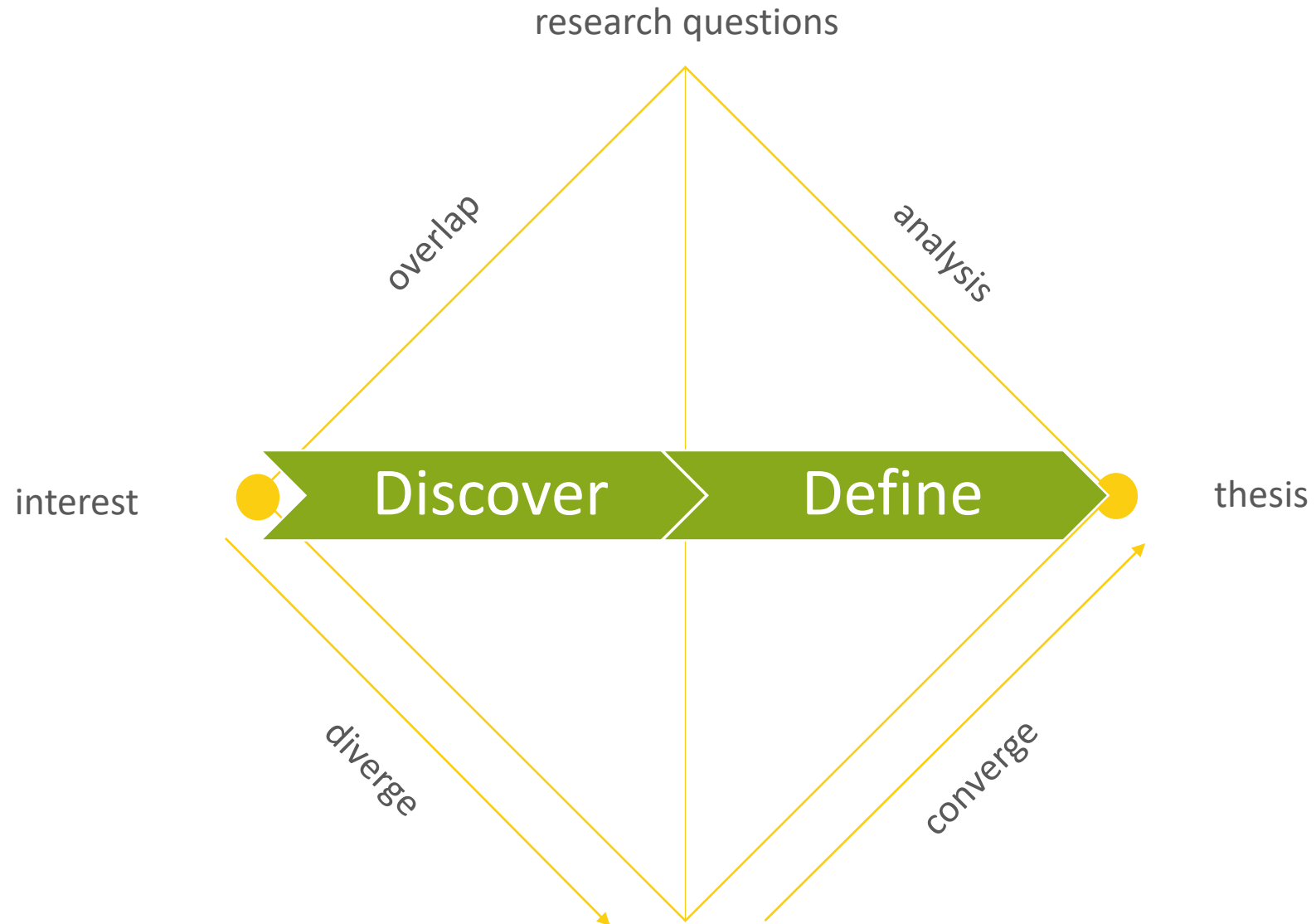
# THE DOUBLE DIAMOND RESEARCH PROCESS



## ACRL Information Literacy Framework

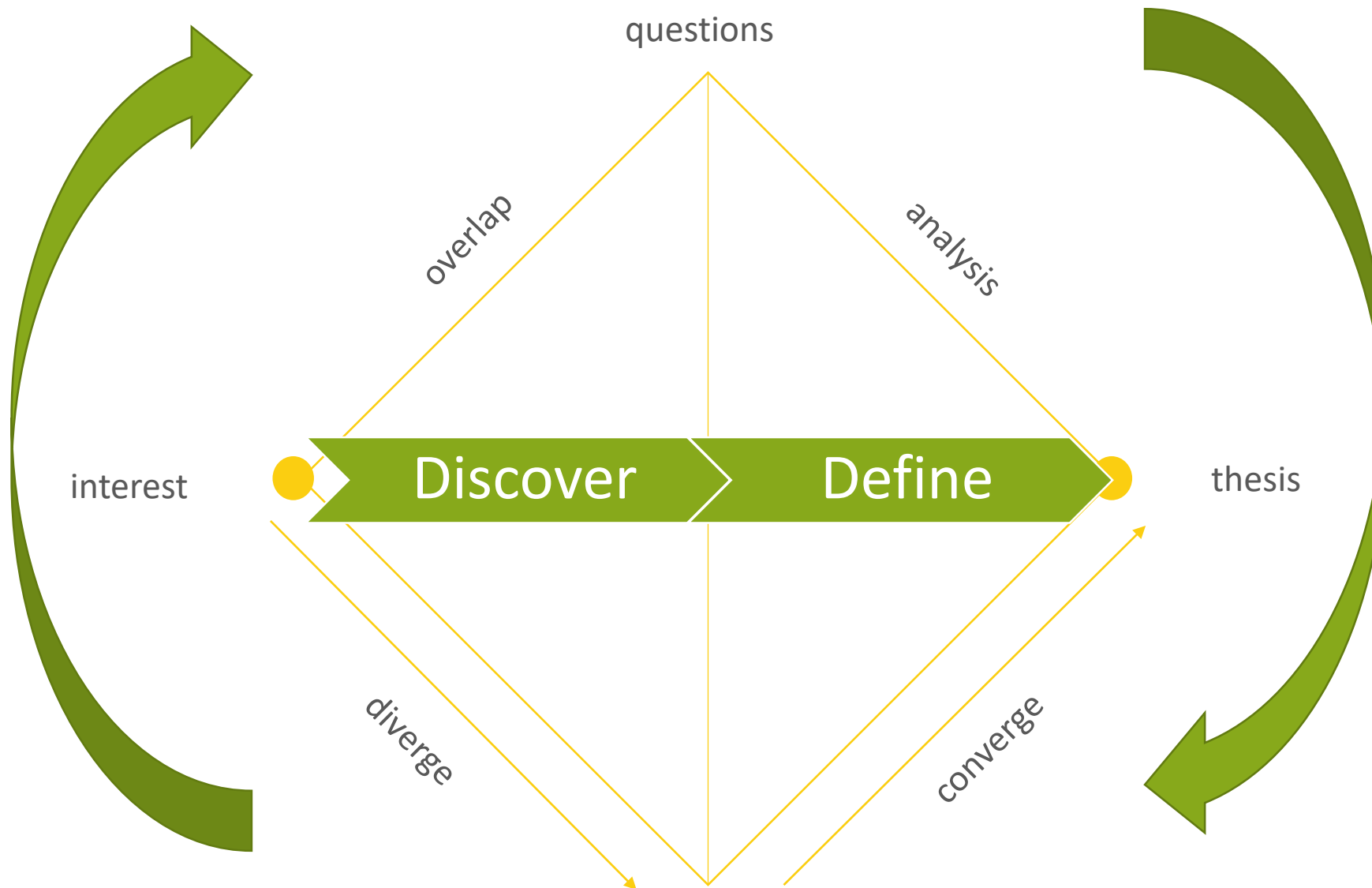
- Searching as Strategic Exploration
- Research as Inquiry

# THE ~~DOUBLE~~ DIAMOND RESEARCH PROCESS

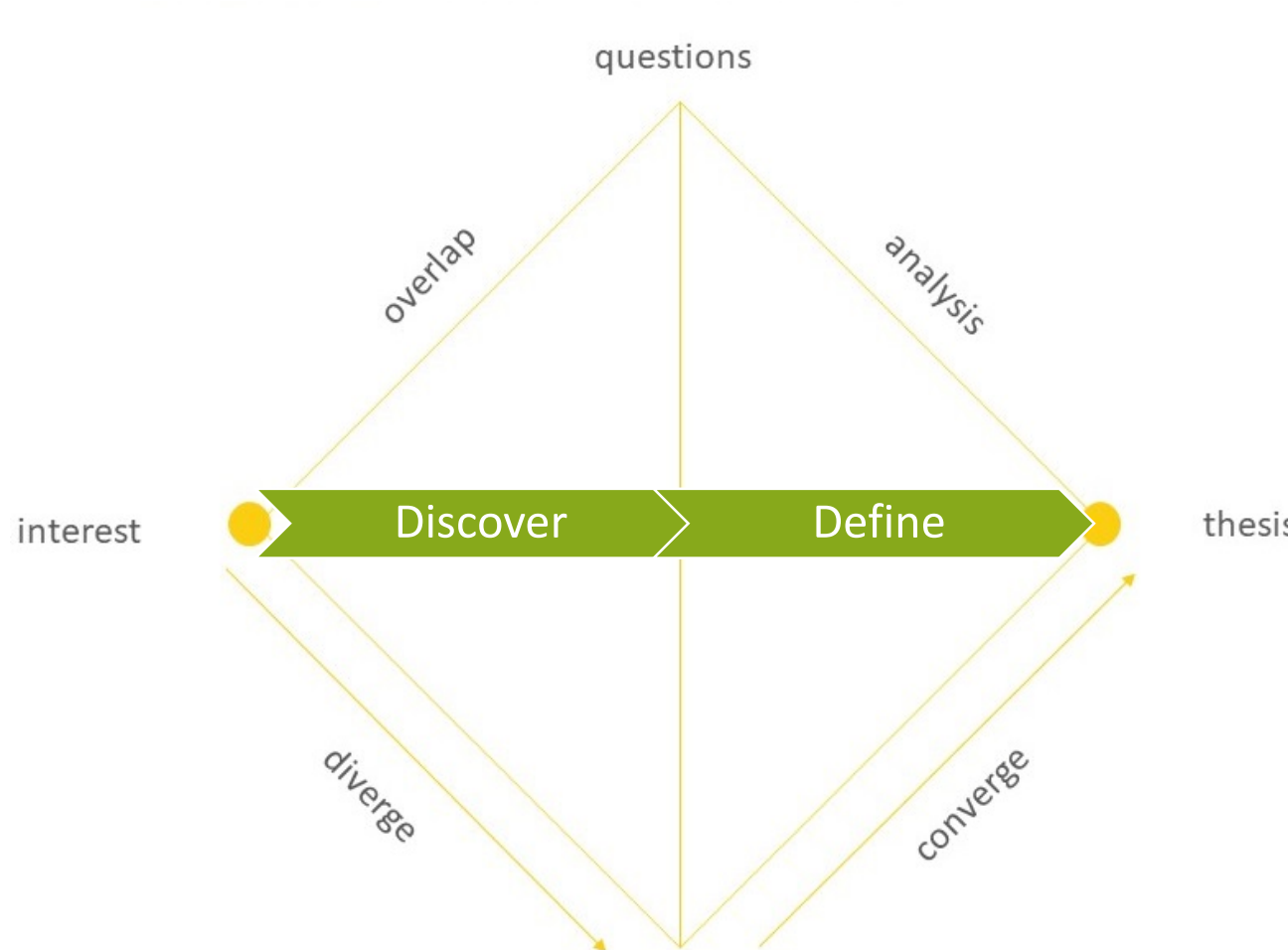




# THE ~~DOUBLE~~ DIAMOND RESEARCH PROCESS



# THE LITERATURE REVIEW



## I. Introduction

- theory-argument-hypothesis

## II. Theme 1: \_\_\_\_\_ (subheading)

- author 1
- author 2
- author 3

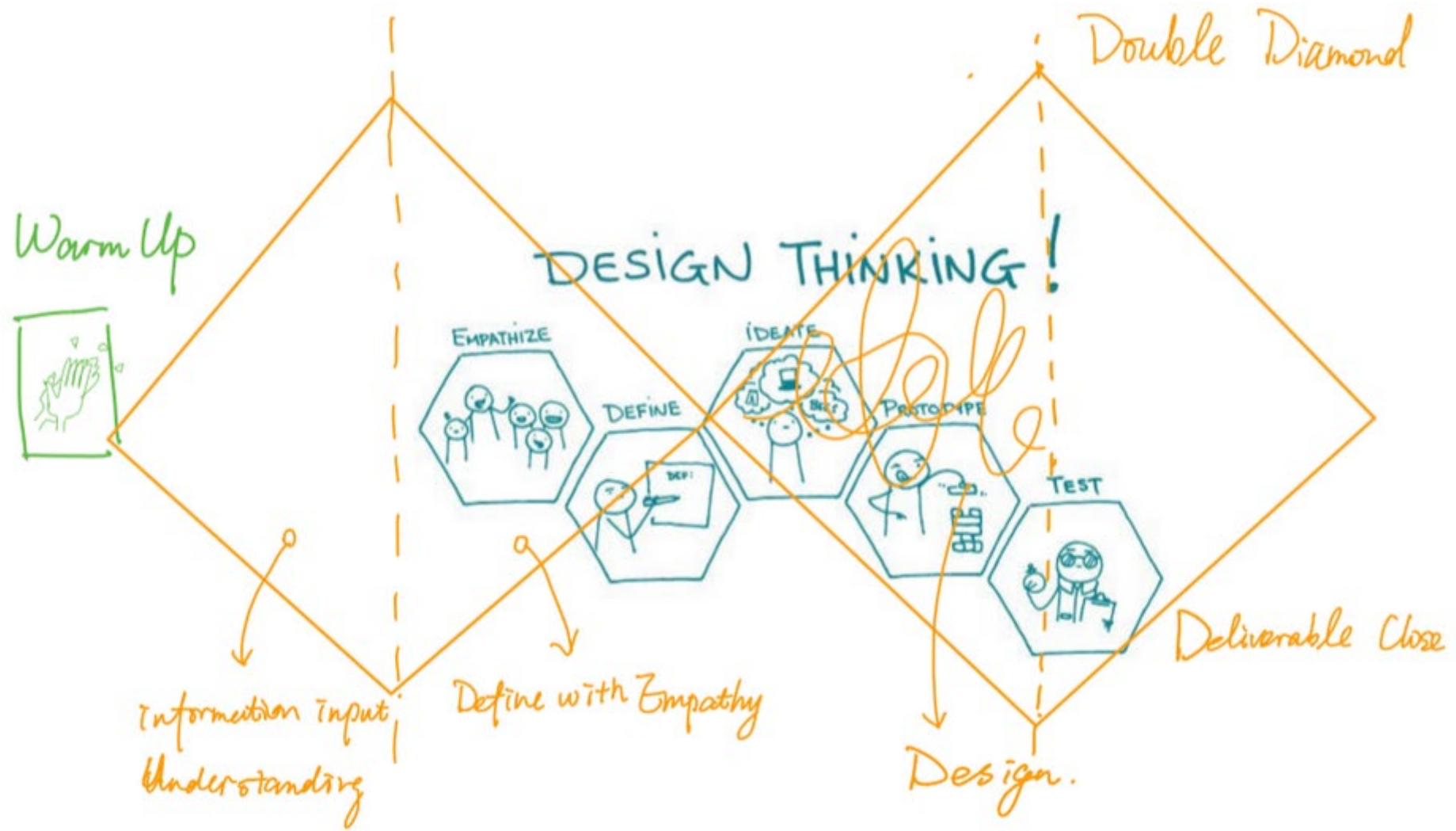


## III. Theme 2: \_\_\_\_\_ (subheading)

- author 4
- author 5
- author 6



## IV. Conclusion



© Dora (Qican) Dong, "My Synthesis of Double Diamond & Design Thinking,"

<https://qicandong.wordpress.com/2018/09/06/my-synthesis-of-double-diamond-design-thinking/>



# THANK YOU!

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